



Vision Statement

The City of St. Pete Beach protects our Historic Family-Friendly Beach Community progressing to a Sustainable, thriving place to live, work, visit and play.

Economic Development	Internal Operations	Resiliency	Community & Neighborhoods	Transportation
Tourism & Development	Staff Leadership Group	Beautiful Beaches, Location, Sunsets Consistent Rated Top Beach Destination	Small Town Vibe	Access to Metro Area, Access to Airports 7 Surrounding Areas and close proximity to Downtown St. Pete
Reputation-Improvements of Aesthetics of the City	Fiscal Strengths	Historical Properties	Strong Neighborhoods - Good Vibe	Transportation Small Trolleys/Lack of Pedestrian Connectivity & Safety/Parking-User friendly Mass Transit
Locally Owned Businesses, few chains, unique combo of Mom & Pop/Corporate owned type stays	Fire Department/Public Safety	Sanitary/Infrastructure/Aged Infrastructure, Infrastructure Balance, Road Infrastructure/On & Off Island	Sports - Boating Community & Accessible	Parking - Lack of Zones, Parking to go to the Beach for a Day is Overwhelming; Parking to Shop/Dine no Options
Drive & Direct New Development with incentives, embrace growth, Current Mayors approach with Businesses is positive	Recreation Department Community Center/Horan Park	Lack of Environmental Incentives-Ecotourism	Beach Access Availability/Recreational Water Access	Pedestrian & Biker Safety/Walkability
Bayway Bridge - City Entry - Beauty of the Bayway	Technology	Greener Buildings-Solar Energy/SPB Known as Environmentally Conscious City by DEP for their Green City Aware	Sign Pollution	Traffic Flow- Crosswalks/Traffic Congestion
Diversity in Residential - Affordability/Economically Diverse	Infrastructure Balance	Minimize Environmental Risk/Grants for Environment	Lack of Everyday Attraction- Nothing to Attract Day to Evening Experience	Pedestrian Community/Walkability
All Events in the City - Corey Events	Change in the City	Rise in (Sea) Water Level- Decaying Seawalls	More City Sponsored Community Events/ Creating Activities & Destinations	Continual Growth of Transit from within the City- Supporting Rail & Mass Transit
Long Range Planning, Clear Direction to Businesses, Comp Plan, There Seems to be no Clear Strategy		Increase in Powerful Storms/Hurricanes/Natural Disasters	Ease of Process to Start a Business/Competition	
Lack of Housing for the Workforce/Affordable Housing		Red/Tide/ Enforcement of Fertilizer/Education of Environment/Climate Change	Change in Community/Loss of Community Heritage	
Business Vacancy and Lack of Business Diversity/Old Building Vacancies & Empty Land				
Lack of Redevelopment-Old Buildings/Stagnant Look, Lack of Development/Modern Common Area, Ugly City Commercial, Continued Development Strife				
No Incentives for New Businesses-Length of Time and Cost for Businesses to Get up and Running, Elected Commission Belaboring of Every Single Nit-Picky item for Businesses Applications; No Clear Certainty				
Branding, Marketing, National Recognition				
Food/Restaurants/Outdoor Drinking & Dining				
Beautification of the Don Cesar Area/Partner with the Don				
Redevelopment-Quality-Smart Development				
Corey Ave & 8th Ave- Development of 2 Waterfront Biz Districts				
Beautification of Gulf Blvd				
Falling Behind Other Cities				
Too Much Development/Un-Managed Development				

Strength - Maintain	Staff	Commission	Businesses	Residents	Chambers
Tourism-Development	X	X	X		
Employee Benefits - Wellness & Education	X				
Staff Leadership Group (B-Positive Leaders)	X	X			
Beautiful Beaches (S-Location, R&Ch-Sunsets, Ch-Consistent Rated Top Beach, Destination Attractive)	X	X	X	X	X
Fiscal Strengths	X	X			
Reputation-Improvements of Aesthetics of the City	X			X	
Government Structure, Charter/Boards	X				
Small Town Vibe (Ch-Small Town Appeal is a Good Thing)	X			X	X
Fire Department (R-Public Safety)	X	X		X	
Reasonable Taxes	X				
Locally Owned Businesses (R-Few Chains, Ch-Unique Combo of Mom & Pop and Corporate Owned Type Stays)			X	X	X
Strong Relationships with Departments, Cities, Counties & State	X				
Art Community	X				
Recreation Department (Ch-Community Center/Horan Park)	X	X			X
New Business Opportunities	X				
Drive & Direct New Development with Incentives (B-Embrace Growth, Ch-Current Mayors Approach with Businesses is Positive)	X		X		X
Encouraging Start-ups	X				
Staffing Access	X				
Staff/Team Environment	X				
Community Involvement	X				
Strong Neighborhoods (B-Good Vibe, R-Neighborhoods)	X		X	X	
Access to Metro Area (C,R&B-Access to Airports & Surrounding Areas, Ch-DTSP Close Proximity)	X	X	X	X	X
Multiple Points of Access to the Island	X				
Diverse Outreach Programs	X				
Cost Containment/Analysis	X				
Creation of PIO Position		X			
City Commission		X			
City Staff - COD		X			
Full Service City		X			
Sheriff's Department		X			
Bayway Bridge - City Entry (B-Beauty of the Bayway)		X	X		
Historical Properties (R-History)		X		X	X
Weather			X		
Diversity in Residential (R-Affordability / Economically Diverse, B-Diversity)			X	X	
Library				X	
Low Rise Buildings				X	
Seawalls/Piers/Fishing				X	
Community Unity				X	
Quality of Life			X		
Slogan - Sunset Capital			X		
Two Downtowns - Corey Ave & 8th Ave			X		
Sports (Ch-Boating Community & Accessible)			X		X
All Events in the City (Ch-Corey Events)			X		X
Community Partners			X		
Pet Friendly and Character			X		
Don Cesar as a Landmark					X
Making Progress with Infrastructure					X
Walkability Has Improved					X
Ability to Develop and Offer Beach to Intercostal Live Work Play Options					X
Residents are Perceived as Friendly and Welcoming					X
Visitor Family Friendly					X
Hotels Re-investment to Upgrade Their Properties					X
Dining Options are Varied					X
Can be an Option for Small Business Conference Due to the tradwinds					X

Weakness - Improve	Staff	Commission	Businesses	Residents	Chambers
Transportation (Small Trolleys/Lack of Pedestrian Connectivity & Safety) /Parking/Safety (B-A User Friendly Mass Transit)	X		X		
Technology	X	X			
Loss of Staff-Retain/Recruit	X				
Pension Liabilites	X				
Long Range Planning (Clear Direction to Businesses) (B-Comp Plan, Ch-There Seems to be No Clear Strategy)	X			X	X
Sanitary/Infrastructure/Aged Infrastucture (B Infrastructure Balance, Ch-Road Infrastructure/On & Off Island)	X	X	X	X	X
Real Estate Market	X				
Lack of Housing for the Workforce (B-Affordable Housing)	X		X		
Business Vacancy and Lack of Business Diversity (Ch-Old Building Vacancies & Empty Land)	X	X			X
Sign Pollution	X		X		
Continuity of landscape and Signage	X				
Communication to other Staff	X				
Transfer of Knowledge	X				
Bench Depth	X				
Beach Access Availabilty (R-Recreational Water Access)	X			X	
Code of Ordinance	X				
Lack of Middle and High School	X				
COD - Process & Requirements		X			
Lack of Redevelopment (B-Old Buildings/Lack of Development, R-Ugly City - Commercial, Ch-Continued Development Strife)		X	X	X	X
Corey Theatre		X			
Stagnant Look (B-Beautification, Lack of modern Common Areas)		X	X		
No Clear Economic Development Plan			X		
No Incentives for New Businesses (Ch-Length of Time and Cost for a Business to Get Up and Running, Elected Commission Belaboring of Every Single Nit-Picky Item for Businesses Applications; No Clear Certainty)			X	X	X
Branding/Marketing/Communication			X		
Entrance from Pasadena (Store Fronts: Mermaids, Empty)			X		
Attracting Anchor Businesses			X		
Uniformity in Development			X		
Parking (Lack of, Zones, Residential) (Ch-Parking: to go to the Beach for a Day is Overwhelming; Parking to Shop/Dine no Options)			X		X
Need a Big Event Venue			X		
Need Trails			X		
Pedestrian and Biker Safety (R-Walkability)			X	X	
Lack of Everyday Attraction (Aquaterrarium) (Ch-Nothing to Attract Day to Evening Experience)			X		X
CUD Process			X		
Traffic Flow (Crosswalks) (R-Traffic Congestion)			X	X	
Lack of Environmental Incentives (R-Ecotourism)			X	X	
Lack of Recycling			X		
Not Appealing to Families (Children's Park)			X		
Lack of Co-Working Spaces			X		
Sources of Revenue (Government)				X	
Over-Populated in Season				X	

Lack of Communication Between County and PW Internally for Projects in the City				X	
Continuity				X	
Visibility for Small Businesses/Districts (No Signage to Guide Where & What to Do)					X
Lack of Small Retail					X
Our City's Overall Active Environment Does Not Match Our Beach's Award Ratings					X
Lack of Signature/City Hosted Events (or Signage for Events: Where & How) with More Advanced Planning					X

Opportunities - Capitalize	Staff	Commission	Businesses	Residents	Chambers
Branding (B-Marketing, National Recognition)	X	X	X	X	
Greener Buildings - Solar Energy / SPB Known as Environmentally Conscious City by the DEP for their Green City Aware	X	X			
Pedestrian Community (B-Walkability)	X		X		
Development of a Diverse Community & Businesses	X				
Cost of Healthcare	X				
Infrastructure Balance	X	X			
Partnership with other Cities for Storm Response & Cost Savings	X				
Technology	X	X			
Food / Restaurants / Outdoor Drinking and Dining	X	X			
Decentralize Library Services	X				
Electronic Voting	X				
Increase Density	X				
Augmented Reality	X				
Art Partnership Locally	X				
Change in the City	X	X			
Retirement Community	X				
Cost Containment (Amazon Effect)	X				
Revenue with Marinas / Waste Management	X				
Police Involvement at a High Level	X				
Expand Hotel Opportunities (National Brands)		X			
Beautification of the Don Cesar Area (B-Partner with the Don)		X	X		
Redevelopment (Quality) (R-Smart Development)		X		X	
Good Architecture		X			
Minimize Environmental Risk (R-Grants for Environment)		X		X	
Corey Ave & 8th Ave (B-Development of 2 Waterfront Biz Districts - Corey Ave)		X	X	X	
Dolphin Village & County Park Area		X			
Continual Growth of Transit from within the City (B-Supporting Rail & Mass Transit)		X	X		
More City Sponsored Community Events (B-Creating Activities & Destinations)		X	X		
Beautification of Gulf Blvd		X	X	X	
Blind Pass North of 75th		X			
Transparency - Communication		X			
Trees & Landscape				X	
Water Transport - Dock Access				X	
International Tourism				X	
Partnerships - College, St. Pete, High Schools				X	
Upham Beach				X	
Revert Name Back to Long Key				X	
Create a Historic Hotel / B&B Association				X	
Add Toll Bridge for Revenue				X	
Bayway - Market for Destination - Health				X	
City Create a Foundation				X	
Holding Tanks for Stormwater Management				X	
Follow Through with a Plan			X		
Clean Slate			X		
Vacant Stores & Land			X		
Creating a Boutique Community			X		
Parking Complex			X		
Take Risks			X		
Be a City that Wants Businesses to Prosper			X		

Threats - Reduce Impact of	Staff	Commission	Businessess	Residents	Chambers
Rise in (B-Sea) Water Level (R-Decaying Seawalls)	X	X	X	X	
Inverted Yield Curve	X				
Unfunded Mandates	X				
Cyber Terrorism	X				
Falling Behind Other Cities (B-Other Cities Ease of Process to Start a Business, competition)	X		X		
Increase in Powerful Storms (R-Hurricanes, B-Natural Disasters)	X	X	X	X	
Red Tide / Enforcement of Fertilizer / Education of Environment (B-Media; Red Tide, R-Climate Change; Red Tide)	X	X	X	X	
Public safety	X				
Parking Revenue (Uber/Lyft)	X				
Change in Community (C-Loss of Community Heritage)	X	X			
Cost of Food	X				
Cost of Healthcare	X				
Outside Employment	X				
Workforce Layoffs	X				
Pay	X				
Aging of Corey Avenue		X			
Too Much Development (R-Over Development, Un-Managed Development)		X		X	
Bad Architecture		X			
Renourishment with Wrong Kind of Sand		X			
Outside Transportation (PSTA)		X			
Legalized Gambling in the City		X			
County Reduced or No Funding from the Bed Tax Money		X			
Conflict Between Districts (Community Division)		X			
Finding Common Ground Between Residents and Businesses			X		
Over-Regulation, Micromanaging Processes / CUP			X		
Lack of Re-Development Strategy (Playing Catch-Up)			X		
Downtown SP - Pulling Visitors Away			X		
Comp Plan			X		
Lack of Progressive Thinking			X		
Perception of Affordable Housing			X		
Stormwater Management				X	
Short-Term Rentals				X	
Parking Limitations				X	
Economic Downturn				X	